

WHAT IS CLAIMED IS:

1. An image forming apparatus for forming
an image by controlling an image forming operation,
the apparatus comprising:

- 5 a display for displaying information;
 an operation panel for setting image registration
for displaying an advertisement on the display;
 a scanner for reading an advertisement original to
be registered, when the image registration has been set
10 by the operation panel;
 a registration section for registering an image of
the advertisement original read by the scanner; and
 a control section for performing a control for
displaying on the display the image registered in the
15 registration section.

2. An image forming apparatus according to
claim 1, wherein the setting on the operation panel is
effected by a touch panel provided on the display.

3. An image forming apparatus according to
20 claim 1, wherein the registration section registers
the image of the advertisement original in a hard disk
drive.

4. An image forming apparatus according to
claim 1, wherein the control section performs a control
25 for displaying all registered images registered in
the registration section on a portion of the display
in a predetermined order.

5. An image forming apparatus according to claim 1, wherein the control section controls, if information for setting the image forming operation is being displayed on the display, the image forming operation during this time period as a timing at which advertisement display is prohibited, and the control section performs, if information for setting the image forming operation is not displayed on the display, the control for displaying on the display all registered images registered in the registration section during this time period as a timing at which advertisement display is permitted.

6. An image forming apparatus according to claim 5, wherein the control section performs the control for displaying all registered images registered in the registration section on the display in a predetermined order at predetermined time intervals at the timing at which the advertisement display is permitted.

7. An image forming apparatus according to claim 1, wherein the registration section includes an input section for inputting an advertisement time and a priority level of the image to be registered, and an accounting process section for performing an accounting process in accordance with the advertisement time and priority level input by the input section.

8. An image forming apparatus according to claim 5 or 7, wherein the control section performs the control for displaying all registered images registered in the registration section on the display at predetermined time intervals at the timing at which the advertisement display is permitted, in accordance with the priority level input by the input section.

9. An image forming apparatus according to claim 1 or 7, wherein the control section performs the control for displaying at least one image, for which the accounting process has been performed by the accounting process section, in accordance with the advertisement time and priority level of the image.

10. An image forming apparatus according to claim 1, wherein the control section includes a switch-display section for displaying at least one image registered in the registration section in a switched manner at predetermined time intervals, and a finishing section for finishing the display of the image when a total display time of the image displayed by the switch-display section has reached an advertisement time of the image.

11. An image forming apparatus according to claim 10, wherein the finishing section deletes the image from the registration section.

12. An image forming apparatus for forming an image by controlling an image forming operation,

the apparatus comprising:

a display for displaying information;

a first setting section for setting image
registration for displaying an advertisement on the
display;

a scanner for reading an advertisement original to
be registered, when the image registration has been set
by the first setting section;

a first registration section for registering
an image of the advertisement original read by
the scanner;

a second setting section for setting addition of
a description to the image registered by the first
registration section;

an input section for inputting the description
when the addition of the description has been set by
the second setting section;

a second registration section for adding the
description input by the input section to the image
registered in the first registration section, and
registering the resultant image; and

a control section for performing a control for
displaying on the display the registered image and
description after the image with the added description
has been registered in the second registration section.

13. An image forming apparatus according to
claim 12, wherein the first registration section

includes a designation section for designating
an advertisement time and a priority level of the
image to be registered, and a first process section
for performing an accounting process for the image to
5 be registered, in accordance with the advertisement
time and priority level designated by the designation
section.

14. An image forming apparatus according to
claim 12 or 13, wherein the second registration section
10 includes a second process section for performing
an accounting process in accordance with a length of
the description input by the input section and the
advertisement time designated by the designation
section.

15 15. An image forming apparatus for forming
an image by controlling an image forming operation,
the apparatus comprising:

a display for displaying information;
an operation panel for setting registration for
20 displaying a message on the display;
an input section for inputting a message to be
registered, when the registration for displaying the
message has been set by the operation panel;
a registration section for registering the message
25 input by the input section; and
a control section for performing a control for
displaying on the display the message registered in

the registration section.

16. An image forming apparatus according to
claim 15, wherein the input section includes a first
determination section for determining whether the input
5 of the message is permitted, using pre-registered
identification information and a password associated
therewith.

17. An image forming apparatus according to
claim 15, wherein the input section includes a second
10 determination section for determining whether
the display of the message is permitted, using
pre-registered identification information and
a password associated therewith.